



**VICTORIAN
TRAINING AWARDS**

Celebrating success!



2025



Sponsorship Prospectus



 VictorianTrainingAwards

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 victorian-training-awards

 vic.gov.au/victorian-training-awards



About the Victorian Training Awards

The Victorian Training Awards showcase and celebrate excellence in the Victorian vocational education and training (VET) sector. The Awards are hosted by the Victorian Skills Authority annually and recognise the achievements of participants in the TAFE and training sector.

Now in their 71st year, the prestigious Victorian Training Awards bring together apprentices, trainees, students, teachers/trainers, training providers, employers and industry representatives, sharing in a high quality training system that meets the needs of all Victorians.

There are 14 general award categories and a special individual award, the Outstanding Achievement in the TAFE and Skills Sector Award.

The Victorian Training Awards are the state's premier showcase event recognising excellence in the vocational education and training (VET) sector and generating pride and confidence in Victoria's TAFE and training system.

The public value of the Awards is to set the standards for vocational training in Victoria for employers, training providers and students. This will continually improve vocational training, which in turn increases the employability of students, leading to greater productivity and makes Victoria a more prosperous state.

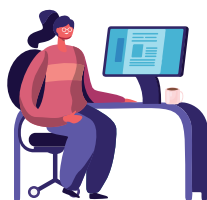
The Awards provide for broad networking, marketing and promotional opportunities. This year's Awards ceremony will be held in August/September and will be attended by industry, stakeholders and finalists. The gala event provides opportunities to showcase excellence and innovation to leading representatives of the Victorian TAFE and training sector.

Winners and finalists gain state-wide recognition from industry experts, peers and the Victorian community, while winners in selected categories will represent the state at the Australian Training Awards.



**Victorian Training Awards
Ambassador and 2021 Vocational
Student of the Year**

Samantha Daly



2025 Victorian Training Awards sponsorship offering

Principal Partner

Partnership contribution \$25,000 (ex. GST)

Open to a limited number of organisations to be the biggest supporter of the Victorian Training Awards

Campaign promotions

- Logo placement and content on the Victorian Training Awards website (200 words) and link to partner website
- Logo on promotional posters, digital nomination guide cover, and social media platforms
- A minimum of 7 posts on the Victorian Training Awards social media channels - Facebook, Instagram and LinkedIn
- Opportunity to feature in a 'Sponsor Profile' news article on the Victorian Training Awards website or social media
- Acknowledgement in media advertising
- Sponsor toolkit including digital assets and suggested social media posts about the Awards for your channels
- Promotional materials, including the finalists and winner's media releases for distribution and sharing on your organisational channels
- Brand awareness through Victorian Training Awards paid advertising and social media campaign

Awards ceremony

- Speaking opportunity of up to 3 minutes (pending approval of speaking notes from VSA)
- Logo placement on Awards ceremony invitation and on front cover of souvenir program
- Logo placement on all finalist Award certificates and winners' trophies
- Full-page advert in souvenir program
- Logo on lectern signage at awards ceremony
- 2 seats at the table of the Victorian Skills Authority CEO
- A table of 10 guests
- Additional corporate tickets available at early bird rates
- Acknowledgement as principal partner by the master of ceremonies and in the Minister's address
- A digital suite of awards photos and video footage
- Logo on audio visual display
- Prominent placement of logo on media wall displayed at awards ceremony
- Logo placement on your table
- Opportunity to supply promotional material/goods for event show-bag for finalists
- Invitation to the Welcome Reception hosted by the Victorian Skills Authority and attended by judges and finalists
- Acknowledgement as principal partner by the VSA at the Welcome Reception

Stakeholder engagement

- An invitation to attend a 'Thank You' event hosted by the Victorian Skills Authority
- Access to all category winners for post event sponsorship (pending promotion review and approval from VSA)
- A framed certificate of appreciation acknowledging your organisation's contribution as principal partner
- Invitation to networking forums with senior VSA personnel
- Opportunities to engage with previous VTA award winners as part of the VTA Ambassador Program

Major Sponsors

Contribution \$17,500 (ex. GST)

A major sponsorship is an investment contribution to an award category prize.

Campaign promotions

- Logo placement and content on the Victorian Training Awards website (100 words) with link to sponsor website
- A minimum of 5 posts on the Victorian Training Awards social media channels Facebook, Instagram and LinkedIn
- Opportunity to feature in a 'Sponsor Profile' news article on the Victorian Training Awards website or social media
- Sponsor toolkit including digital assets and suggested social media posts about the Awards for your channels
- Promotional materials, including the finalists and winner's media releases for distribution and sharing on your organisational channels.
- Brand awareness through Victorian Training Awards paid advertising social media campaign

Awards ceremony

- Present the award to the sponsored category winner
- Logo placement in souvenir program
- Full-page advert in souvenir program
- Exclusive logo placement on sponsored category finalists award certificates and trophy
- Tickets for 10 guests to the Awards ceremony
- Additional corporate tickets available at early bird rates
- Acknowledgement as a major sponsor by the master of ceremonies
- A digital suite of awards photos and video footage
- Logo on audio-visual display
- Logo on media wall displayed at awards ceremony
- Logo placement on your table
- Opportunity to supply promotional material for event showbag for finalists
- Invitation to the Welcome Reception hosted by the Victorian Skills Authority and attended by judges and finalists
- Acknowledgement as a major sponsor by the VSA at the Welcome Reception
- Sponsors to present the finalists in their sponsored category with a finalist certificate at this function

Stakeholder engagement

- An invitation to attend a 'Thank You' event hosted by the Victorian Skills Authority
- An invitation to join the judging panel of the sponsored award (only offered if a confirmed sponsor by 30th April)
- Access to the sponsored category winner for post-event sponsorship or networking event (pending promotion review and approval from VSA)
- A framed certificate of appreciation acknowledging your organisation's contribution as a major sponsor
- Invitation to networking forums with senior VSA personnel
- Access to the 2025 sponsored category award winner as part of the VTA Ambassador Program



General Sponsors

Contribution \$6,000 (ex. GST)

A smaller investment opportunity for organisations to support the Victorian Training Awards.

Campaign promotions

- Logo placement on the Victorian Training Awards website (50 words) and link to sponsor website
- Sponsor toolkit including digital assets and suggested social media posts about the Awards for your channels
- Victorian Training Awards social media post recognising your organisation as a general sponsor on Facebook, Instagram and LinkedIn

Awards ceremony

- Opportunities to present finalist certificate on stage at the Welcome reception for any award categories without a major sponsor
- Logo placement in souvenir program
- 5 tickets to the awards ceremony
- Additional corporate tickets available at early bird rates
- Invitation to the Welcome Reception hosted by the Victorian Skills Authority and attended by judges and finalists
- Acknowledgement as a general sponsor by the master of ceremonies at the awards ceremony
- A digital suite of award photos and video footage
- Logo on audio-visual display
- Logo on media wall displayed at awards ceremony

Stakeholder engagement

- An invitation to attend a 'Thank You' event hosted by the Victorian Skills Authority
- A framed certificate of appreciation acknowledging your organisation's contribution as a general sponsor
- Invitation to networking forums with senior VSA personnel



In-kind Sponsorship

Your organisation can also provide in-kind sponsorship. Examples of in-kind sponsorship include:

- professional development training for the Australian Training Awards
- production of the gala ceremony souvenir brochure
- marketing and promotion expenses for the gala

In-kind sponsors of the 2025 Victorian Training Awards will enjoy:

- logo placement in the souvenir program
- minimum of one post on the Victorian Training Awards social media channels
- acknowledgement of in-kind sponsorship by the master of ceremonies



**Victorian Training Awards
Ambassador and 2023
Apprentice of the Year**
Leela Subramaniam



Your contribution

Partnering with the Victorian Training Awards opens opportunities to be a part of Victoria's TAFE and training sector, building brand awareness and recognition as a Victorian business leader demonstrating your commitment to the development of a highly skilled workforce.

There are opportunities for:

- Principal Partner
- 14 Major Sponsors
- General Sponsors, and
- In-kind sponsorship



Victorian Training Awards
Ambassador and 2024 Teacher/
Trainer of the Year

Dr Adam Bignold





For sponsorship enquiries

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